



Inspiring · Connecting · Empowering

The W Community Monthly Newsletter

March 2022



   @thewcommunity



Hi Ladies.

It's another month and I couldn't just wait to write to you again. In February, we talked about creating your vision board, having a fitness routine, multiple date ideas with your special person and the MHSS loan. Don't worry if you missed out on these, you can catch up by clicking our link in bio on our Instagram or Facebook page **@thewcommunity**.

It's the 3rd month of the year already and the clock is ticking real fast. I hope that your goals are unfolding with the year. This month's newsletter hopes to educate, entertain and inspire you. Enjoy your read.

IWD 2022

CAMPAIGN THEME: **#BREAKTHEBIAS**

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HOW TO BREAK THE BIAS:

How would you feel if you entered a bus or taxi and the driver was a woman? Or you called for a plumber or electrician and a woman showed up at your doorstep? Surprised right? Why? That's because we have a bias formed by certain expectations that some roles/jobs are tailored to a particular gender.

You're probably thinking what bias is and how it affects you as a WOMAN? Unfortunately, the society has overtime put a notion that indirectly limits the women. When a woman is an engineer, president, or architect, we think it weird because the society counts her as inefficient for such duties.

Let's not even get started on the myth of how women don't help each other or speak up about wrong doings against women worldwide. We even see this bias passed on from one generation to another.

The good news is we can break the bias and it begins with YOU! It might take a while but first things first, YOU need to:

i. Change your perspective:

Your mindset is the mirror through which you view the world. It shapes how you understand situations and fight challenges. It is more like a part of you in charge of how you make decisions and see life generally. This means, your mindset can be your greatest strength or greatest weakness. A strong mindset helps you focus on your visions rather than on negativity.

ii. Believe in yourself:

To believe in yourself, find out your strengths and weaknesses. Channel your strengths into your interests and work on your weaknesses - don't let them get in your way. You should always be your biggest motivation. No one can believe in you until you first believe in yourself. Face your fears, affirm positively to yourself, cut off negative thoughts and be ready to win. Believing in yourself helps you to be capable of success and breeds positive self-esteem

iii. Go for it

Sometimes, you have really good ideas but uncertainties such as the fear of what people may say, how you would start your idea, could drown them. The best way to start is to plan. Create a realistic strategy and seek to fulfill it. Seek help from women who have gone ahead and are playing a good leading role today, especially those in your field.

iv. Build networks, scale higher:

You need people. Profitable people who always want the best for you. Those who wouldn't hesitate to mention your name in a room of opportunities, people who believe in you and always want the best for you. The opportunity you need may not be directly in your palms but there may be people in your life who can connect you to these opportunities. Go all out to actualize your dreams, take advantages of opportunities, show the world what you can do.

HEY MAMA! ————— 2 YOU NEED A TIMEOUT!



When was the last time you gave yourself a treat? I'm not talking about indulging in a cup of ice cream or a glass of wine. A proper treat like making your hair, getting your nails done, a spa session, a vacation or going shopping for YOU and I mean not your regular grocery shopping.

Motherhood comes with so much joy and a truckload of responsibilities but MAMA you too deserve the best things in life. Don't get me wrong, I know it's crazy to manage the house, your kids, your family, your business, your career and still make out time for family functions/event.



i. Take care of yourself

Self-care entails being intentional about your physical, intellectual, spiritual, and emotional health. See self-care as a preventive measure, not selfish indulgence. Don't neglect your physical appearance: It's okay to dedicate time for a hairdo, get a pedicure done, shop your favorite wears, smell, and look good. When you don't prioritize self-care, the feeling of depression, isolation, limitations can hardly be avoided.

ii. Spend time alone

Time out with yourself should be just you are enjoying your space and doing what you love. It can be as simple as resting, reading a book at your favorite place, lodging in a hotel, sitting quietly outdoors, giving yourself a treat, visit to the spa, shopping, etc. While you do these, you can leave the kids with trusted hands, delegate obligations at work, and get consent from necessary people depending on your situation.

iii. Stick to a healthy lifestyle

Sometimes, you could get so busy that you tend to skip meals. Eating healthy, resting well, exercising consistently, are healthy choices. Go for regular medical check-ups as it would help manage physical and mental stress



iv. Practice good hygiene

Good hygiene helps you socially, medically, and psychologically. It reduces the tendencies of illness, enhances self-perception and the way others see you.

Motherhood comes with great sacrifices and time. To effectively care for your family, business or work, care for yourself first. With these tips, you can create a self-care plan and stick to it.

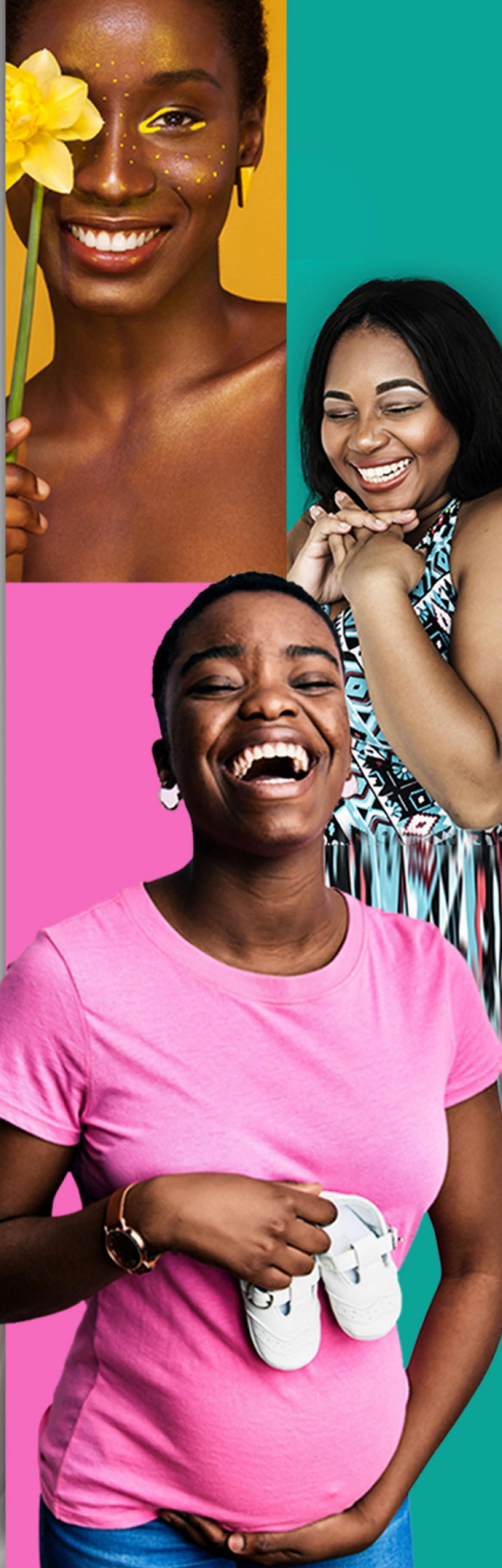
Every Woman **deserves a chance!**

Are you trying to conceive, planning to have a baby, dealing with fibroids, weight issues, loss of sight or in need of a surgery? Pay for quality health treatments with the **Maternal Health Service Support (MHSS) loan.**

Apply today to enjoy discounted interest rates, zero loan fees, and a flexible repayment plan.

Send an email to
wcares@accessbankplc.com
to get started.

Terms and conditions apply



more than banking

GUARD YOUR MENTAL SPACE!

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Just like your physical health, your mental health is equally important. It has to do with your psychological, emotional, and social well-being. It influences how you think, act, and feel. Interactions, socialization, and obligations all demand a level of mental strength. It also sometimes comes with stress, anxiety, pressure, and disappointment. To maintain a good mental health, you need a plan. I have come up with some that can help you keep a good and stable mental health.

i. Give space to toxic relationships:

What makes you feel isolated, depressed, or overwhelmed? It's okay to take a break or just create a permanent gap from them. It could be an event in the past or a person that brings you traumatic experiences. Give good space and replace them with positive feelings.

ii. Strike a balance:

One thing that brings more pressure is when different areas of your life seem to clash with each other. For instance, when work is affecting your marriage, or other areas of your life. Dedicate time to everything, draw the lines, set up deadlines and try to meet them.

iii. Accept yourself:

Everyone was created in their likeness, which means you are specially you. Sometimes, you might feel like you aren't doing enough; especially when you start to compare yourself with others whom you think are doing better. Remember that your only competition is you, and you have been doing well so far. Create your vision board, plan towards it, appreciate your little wins; only then can you achieve bigger ones. Accepting yourself gives you confidence to do better.

iv. Seek help:

No one has superpowers to put up with everything life presents. In times where you feel down and cannot cope, it is okay to express how you really feel to trustworthy persons in your life. There are also professionals whom you can book therapeutic sessions with.



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Are you a female business owner?

Get the W power vehicle finance loan

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- Take advantage of our flexible repayment plan

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Your dream car awaits you.



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W POWER VEHICLE FINANCE LOAN

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A SHORT STORY

Zainab decided to start a fashion business. After a year, her business expanded, and she started getting lots of orders. With the help of logistics business, she was able to get her products across to her clients. Unfortunately, she faced difficulties with the delivery company. They delayed delivery and sometimes damaged her products in transit. Zainab kept facing crisis like these until she heard about the W power vehicle finance loan. Her business became a moving train after she took advantage of the loan offer.

Businesswomen can now get access to a flexible vehicle loan created with their best interest at heart. With our exciting loan offers, women in business get a brand new or preowned vehicle from our approved dealers. How?

▶ **With an equity contribution as low as 10% ,**

▶ **At a competitive interest rate of 15%**

▶ **For a tenure of up to 48 months,**

▶ **As well as other great benefits designed to give ease and get your dream care without hassle**

Every woman in business needs a vehicle because it boosts sales, brand image, helps employees, and so much more. The W finance loan is an opportunity put together to help women in business, who need vehicle for more sales.

There's no better time to enhance your business than now.

To get started send us an email on :

wcares@accessbankplc.com

Terms & Conditions apply.

CATCH UP ON HOW OUR VALENTINE CAMPAIGN WENT

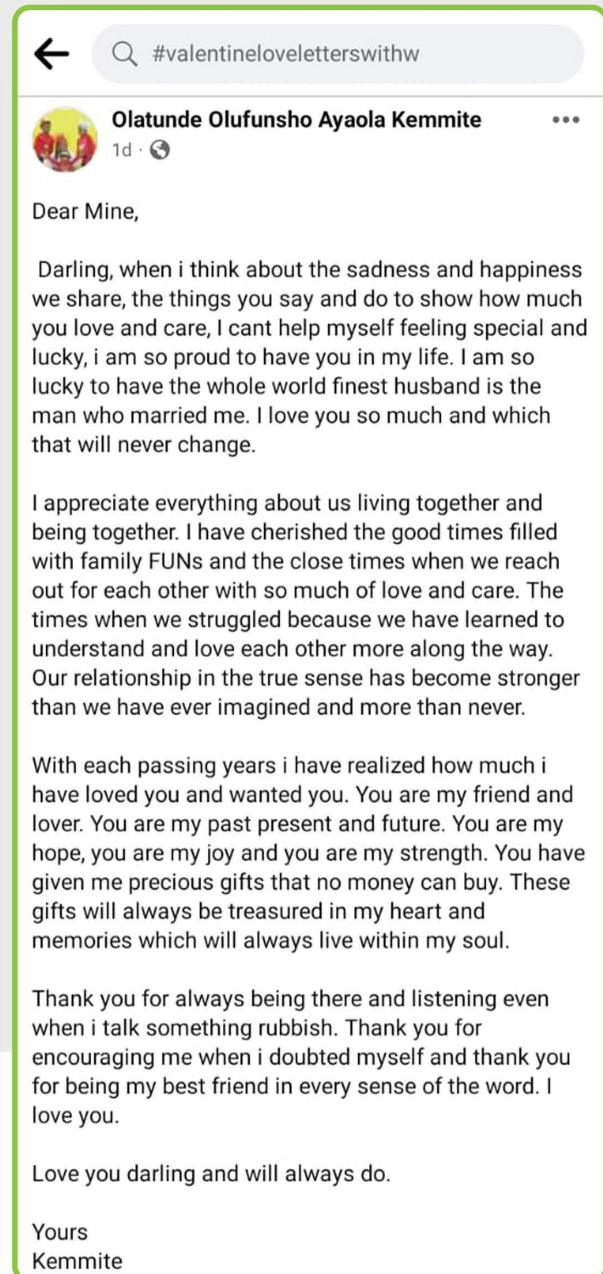
#VALENTINELOVELETTERSWITHW

Lovers were asked to join our campaign where they wrote love letters to someone in their life, who made them special and happy as a woman.

We got amazing letters, but a few winners had to emerge



Throwback to entries from our two winners:



For more events, give aways, enlightening information and much more, follow us on our social media pages

IG @thewcommunity, Facebook @thewcommunity,

Twitter@thewcommunity

Don't forget to join in our conversation for the month of March

#Breakthebias

Bye Ladies.

February was heart awareness month. Care for your heart by eating healthy, avoid taking harmful substances and exercise appropriately. March is a fresh start, another opportunity to get on with your aspirations. If you feel like you have been slacking, no pressure. You are still alive and can breathe. Your greatest motivation is yourself. Believe in yourself and get on with smashing your goals. Celebrate your wins, whether huge or little. Cheers to the month of March.

